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CONFIRMATION NO. 6208

SERIAL NUMBER	FILING or 371(c) DATE	CLASS	GROUP ART UNIT	ATTORNEY DOCKET NO.		
10/024,449	12/17/2001	700 705	3623	A-71214/RMA		
APPLICANTS E. Diane Chang, Mountain View, CA; Richard E. Chatwin, Mountain View, CA; Sachin Kumar, Eagan, MN; Sanjay Ranka, Cupertino, CA; James R. Weisinger, Belmont, CA; Jason Lenderman, Los Angeles, CA;						
** CONTINUING DATA ***** This appln claims benefit of 60/255,949 12/15/2000 and claims benefit of 60/255,939 12/15/2000 and claims benefit of 60/318,221 09/07/2001						
** FOREIGN APPLICATIONS *****						
** IF REQUIRED, FOREIGN FILING LICENSE GRANTED *** SMALL ENTITY ** 01/22/2002						
Foreign Priority claimed <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No 35 USC 119(a-d) conditions met <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Verified and /ANDRE D BOYCE/ Acknowledged Examiner's Signature		<input type="checkbox"/> Met after Allowance Initials	STATE OR COUNTRY CA	SHEETS DRAWINGS 1	TOTAL CLAIMS 63	INDEPENDENT CLAIMS 3
ADDRESS LAW OFFICE OF DAVID H. JUDSON 15950 DALLAS PARKWAY SUITE 225 DALLAS, TX 75248 UNITED STATES						
TITLE System and method for improving the performance of electronic media advertising campaigns through multi-attribute analysis and optimization						
FILING FEE RECEIVED 822	FEES: Authority has been given in Paper No. _____ to charge/credit DEPOSIT ACCOUNT No. _____ for following:			<input type="checkbox"/> All Fees <input type="checkbox"/> 1.16 Fees (Filing) <input type="checkbox"/> 1.17 Fees (Processing Ext. of time) <input type="checkbox"/> 1.18 Fees (Issue) <input type="checkbox"/> Other _____ <input type="checkbox"/> Credit		